

patrons participating. The theme was "Paws to Read," so all programs had an altruistic element; all summer items were collected to donate to Silicon Valley Animal Control Authority (SVACA). Library patrons were very generous and hundreds of items were received for the animals at SVACA. Thank you to everyone who participated.

Adopt-a-Spot Program

The Public Works Department is implementing a community-based Adopt-a-Spot program to beautify neighborhoods and open spaces by removing litter and debris that contribute to stormwater pollution. This Program is designed for individuals, families, community groups, businesses, churches, and other organizations to play an active role in keeping public spaces clean and beautiful, while allowing them to set their own schedule. It is also a great opportunity for students to obtain community service hours. For more information, call (408) 615-3080 or environment@santaclaraca.gov.

Santa Clara Branding Initiative

Since February 2014, the City of Santa Clara has been in the process of exploring a new brand for the City. The goal is to promote economic growth, encourage pride in the community and add to the rich history as The Mission City. There are three phases of this process: research, strategy and creative. The City is currently in the strategy phase and welcomes the community's feedback on the work it is doing. Your input is important to the City. Please go to SantaClaraCA.gov/brand to review the progress to date and find ways to make your opinions known.

**November 4th, 2014 is the
General Municipal Election.**

**Good Government
Begins With You!**

**Register to vote.
Be Informed.
Vote!**

www.santaclaraca.gov/voteethics

**Ethics, Honesty, and Fairness in
Public Service**



CITY COUNCIL

Mayor Jamie L. Matthews

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Jerry Marsalli

Teresa O'Neill

City Manager Julio J. Fuentes

City Clerk/City Auditor Rod Diridon, Jr.

City Attorney Richard E. Nosky, Jr.

OCTOBER, 2014

santaclaraca.gov

(408) 615-2210



Holiday Craft Faire
November 15

Join us for a bit of holiday spirit and shopping at Santa Clara Parks and Recreation Department's Annual Holiday Craft Faire located at the Santa Clara Senior Center. Don't miss your chance to purchase beautifully hand-crafted gifts for all the "nice" people on your list! This year's Faire will showcase items from many different disciplines, including woodworking, knitting, photography, ceramics, jewelry, and more. While you wander through the booths, make sure to have a cup of hot chocolate from our snack bar where you can also find breakfast, lunch and snack items. See you there! For more information, call (408) 615-3170.

Triton Free Fridays

November 7

Under the direction of David Vargas, Tezkatlipoka will bring the traditions of Mesoamerican art to the present with traditional instruments, vibrant dances, and glorious headdresses. It was believed that because dance and music were gifts from

the gods, men should honor the gods with music and dance.

Tezkatlipoka will perform a pre-Columbian Dia de los Muertos (Day of the Dead) program. The audience will be encouraged to help decorate the altar with photos, small keepsakes, flowers, favorite sweets, and bread.

2014 Santa Clara Historic Home Tour *December 5*

The 2014 Santa Clara Historic Home Tour will be held December 5th from 6–10 p.m. and December 6th from noon–5 p.m. Private homes of various architectural styles, including a circa 1915 Vernacular Cottage and a Historic Farmhouse, and the City-owned, 1840s era Berryessa Adobe will be on the tour. Advance purchase tickets are now on sale. Tickets may be purchased at sc-hometour.com/tickets.html. By October 1st, mail order forms will be available at the Central Park, Mission and Northside libraries and tickets will be available for purchase at City Lights Espresso, 1171 Homestead Road, Santa Clara, across from the Post Office, and the Antiques Colony store, 1881 W. San Carlos Street, San Jose. Buy early – tickets have sold out in past years and there is a \$10 discount on general admission tickets and a \$5 discount on Senior and Children's tickets, if purchased by October 31st. For more information, call the Harris-Lass Museum message line at (408) 249-7905.

Levi's Stadium

Do you have questions about public transportation, traffic plans, parking,

tailgating, or neighborhood protection in regards to Levi's Stadium? Please visit scpd.org and click on the Levi's Stadium Information tab to obtain information on these topics and more.

9-1-1 When You Need Help

When Santa Clarans need help, they call 9-1-1 to obtain rapid responses for their Fire, Police or Medical emergency needs. The Santa Clara Police Department's Communications Unit provides the vital link between our citizens and each of these vital services. When it is necessary to call 9-1-1, the voice you hear answering "Santa Clara Emergency" is from the staff of the Police Department's Communications Unit. These highly trained Dispatchers will send help for any emergency: Fire, Police, Medical, as well as downed power lines, lost children, attacking dogs, etc. When calling 9-1-1, stay on the line. Try to control your emotions and speak clearly. This is often easier said than done, but if you stay calm, it will be easier for our Dispatchers to more rapidly get you the assistance you need. Often, as soon as you start talking, the Dispatcher is getting help started to you, even though he/she might continue to ask you questions. Stay on the line -- help is on the way.

Code Enforcement in Your Neighborhood

Code Enforcement involves many City departments and is about ensuring a safe, livable and enjoyable community for all. The City Code enforces a variety of local regulations as well as State laws that are delegated to the City. Many of the complaints referred to Code Enforcement

can be avoided by being thoughtful good neighbors and maintaining your property in a neat and orderly manner. Maintaining front yard landscaping and avoiding excessive storage of materials or automobiles will help contribute towards making Santa Clara a beautiful City for everyone to live. Graffiti is a blight that affects our entire City and its cost of removal can be significant. The City Council has a Graffiti Ordinance Program in which the City will remove graffiti from private property at no cost to the property owners. To inquire about the Graffiti Ordinance, contact the Public Works Department at (408) 615-3080. To report problems such as weeds and blight in your neighborhood, contact Code Enforcement at (408) 615-2460.

Department Update: Northside Branch Library Is Open!

At long last, the new Northside Branch Library is open. Centrally located in the Rivermark Village at 695 Moreland Way, Northside Branch Library boasts an excellent collection of 40,000 titles in various formats, as well as a 2,000 square foot community room, study rooms, and technology center. It hosts a variety of interesting programs of interest to all ages – make sure to check our online calendar for dates and times. Northside is open Monday–Tuesday from 11 a.m.–8 p.m., Wednesday–Saturday from 10 a.m.–6 p.m., and closed Sunday. For more information, call (408) 615-5500.

Adult Summer Reading Program

The sixth year of the Adult Summer Reading Program was a huge success, with over 500